

<p>personal essay</p> <ul style="list-style-type: none">- central idea or insight (deeper meaning)- more reflective in tone- based on writer's personal exper.- written in 1st person- subjective- no documentation	<p>transactive writing</p> <ul style="list-style-type: none">- conveys info. to those who know less about the subject- purpose is persuasive- based on research- written in 3rd person- appears like a letter- objective- uses documentation
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